

Beautiful Beauty by DSA

Beautiful Beauty by DSA provides avid buyers of beauty products. Their passion for beauty brings them to online registration sites to get coupons, trial sizes and product information on cosmetics, beauty tools, skin care, anti-aging products, as well as, diet and weight loss.

SEGMENTS

3,327,518	Total Universe / Universe Rate	\$70.00/M
379,979	1 Mos. Hotline	\$80.00/M
976,871	3 Month	\$75.00/M
3,327,518	12 Month	\$70.00/M
	Fundraiser Base Rate	\$65.00/M
	Digital Campaigns - Inquire	+ \$10.00/M

ID NUMBERS

Manager ID	
NextMark ID	602559
mIn ID	602559
SRDS ID	

MEDIA TYPE

Consumer

**SOURCE**

Direct response, Internet/On-Line, Multi Sourced

GEOGRAPHY

USA

OPT-IN**MAINTENANCE**

Market Entry	06/01/2022
New to Manager	05/20/2022
Counts Through	11/30/2022

DATA CARD MAINTENANCE

New To System	05/25/2022
"New to System"	06/02/2022
Announcement	
Last Update	12/23/2022
Next Update	01/06/2023
Update Frequency	MONTHLY

DESCRIPTION

Beautiful Beauty by DSA provides avid buyers of beauty products. Their passion for beauty brings them to online registration sites to get coupons, trial sizes and product information on cosmetics, beauty tools, skin care, anti-aging products, as well as, diet and weight loss. The mostly female shopper is age 40+ and is very budget minded. They are on the look out for ways to save on the things that make them feel beautiful!

This audience is well suited for self improvement, fashion and accessories, subscriptions, health and wellness, value products & services and more. File is well enhanced with additional shopper attributes such as, age, income, gender, home owner vs' renter, product category and more! Inquire.

30-day Shoppers by Category

Beauty/Cosmetics = 179,990

Skin Care = 144,392

Diet & Weight Loss = 121,593

Demographics: 85% Females, Avg. Age 40+, Avg. HH Income \$35,000**Minimum Postal:** 7,500**Email Available**

Minimum 25,000

\$25/M email deployment fee, \$150/F set up. Provide creative for pre-approval. Seed list and subject line needed. 2 Tracking reports provided.

Prepayment required on all emails

Digital Use: Add digital use on postal mailings \$10/M. Digital Only Campaigns \$35/M

[Contact DSA](#)

SELECTS	
Age	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Marital Status	\$8.00/M
Direct Mail Buyers	\$8.00/M
Product Categories	\$10.00/M
Digital Campaign	\$10.00/M

MANAGER	
DSA Direct, LLC	

UNIT OF SALE	
Average	\$25.00

GENDER	
Male	15%
Female	85%

AVERAGE INCOME	
Value	\$35,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$450.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$85.00/M

EXCHANGES	
Exchange is not allowed	

REUSE	
Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION	
Charges	\$100.00/F

CANCELLATION INSTRUCTIONS
 Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a 100/F cancel fee, \$15/M cancellation run charges & shipping/material fees.

KEY CODING	
Key Coding is available	
Charges	\$2.00/M

ADDRESSING	
FTP	\$75.00/F
EMAIL	\$75.00/F
RUN CHARGE	\$8.00/M

SPECIAL INSTRUCTIONS
 Sample Mail Piece Required for List Owner Approval. Prepayment on new tests.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact